CONTRACT

Contract Agreement Between:

WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

Media Strategies & Research
11350 Random Hills Rd
Suite 670
Fairfax, VA 22030

Contract / Revision	Alt Order #
587314 /	

Product	
Kaine for Senate 2012	

Contract Dates	Estimate #
10/31/12 - 11/05/12	

Advertiser	Original Date / Revision
Kaine/D/Senate	10/30/12 / 10/30/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash

Station	Account Executive	Sales Office
WTKR	Local WTKR House	Norfolk

Special Handling		

Demographic
Adults 25-54

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots	Amount
N 1	3	11/02/12	11/05/12	CBS This Morning	7-9a		:30			NM	2	$280.00

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/29/12	11/04/12	----F--	1	$140.00
Week:	11/05/12	11/11/12	M------	1	$140.00

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots	Amount
N 2	3	11/03/12	11/03/12	730-8pm	730-8pm		:30			NM	1	$70.00

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/29/12	11/04/12	-----S-	1	$70.00

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots	Amount
N 3	3	10/31/12	10/31/12	Wednesday Prime	8-9pm		:30			NM	1	$1,570.00

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/29/12	11/04/12	--W----	1	$1,570.00

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots	Amount
N 4	3	11/01/12	11/01/12	Thursday Prime	10-11pm		:30			NM	1	$2,680.00

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/29/12	11/04/12	---T---	1	$2,680.00

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots	Amount
N 5	3	11/02/12	11/02/12	Friday Prime	10-11pm		:30			NM	1	$1,120.00

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/29/12	11/04/12	----F--	1	$1,120.00

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots	Amount
N 6	3	10/31/12	11/01/12	Late News (M-F)	11-1135p		:30			NM	2	$1,510.00

	Start Date	End Date	Weekdays	Spots/Week	Rate
Week:	10/29/12	11/04/12	--WT---	2	$755.00

Totals   8 $7,230.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/05/12	8	$7,230.00	$6,145.50
Totals	8	$7,230.00	$6,145.50

Signature: _____   **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)